



## News Advisory

**For Immediate Release**  
Wednesday, May 4, 2005  
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# Utah Department of Health Targets High Stroke Death Rate

*“Stroke: It’s A Time Bomb” Awareness Campaign begins Friday, May 6*

**WHAT:** Utah has the sixth highest rate in the United States for people who die of stroke before ever reaching a hospital. Research shows that despite awareness, many people still don’t call 9-1-1 in many stroke cases. Although many people may know the signs and symptoms of stroke, they deny them, whether because of embarrassment, confusing signs and symptoms with those of other conditions, or because they simply don’t believe they fit the profile of somebody at risk for stroke.

The Utah Department of Health (UDOH) will unveil a new effort to educate the public about knowing the signs and symptoms of a stroke and to encourage people to call 9-1-1 immediately when symptoms begin. Recent medical advances have radically decreased the risks of death and impairment from a stroke, but only if the stroke victim receives treatment within three hours after having a stroke.

The press conference will introduce the “chain of survival” for stroke victims. Speakers will represent the "chain of survival" from start to finish, including a stroke survivor whose husband called 9-1-1 soon enough for her to receive treatment, an emergency dispatcher, an emergency medical technician (EMT), and a noted neurologist.

**WHO:** UDOH prevention experts  
Stroke survivor and husband  
Emergency dispatchers  
Emergency Medical Technicians  
Neurologist

**WHEN:** Friday, May 6, 10:30 a.m.

**WHERE:** Valley Emergency Communications Center  
5360 South Ridge Village Drive (5900 West)  
West Valley City, UT

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